

Northeast Sunrisers Mail-phone campaign for new members

The method of using a mail-phone campaign for recruiting large numbers of new Rotarians in a short period of time was used to start the Rotary Club of Northeast Sunrisers, Philadelphia Pa. It can be used by any club, new or established. The costs are around \$50 for each three months and the volunteer time required, though not insignificant, is not excessive. If followed carefully, you will induct at least twenty new members in one year.

The first step is to identify one hundred prospective members. To create the list, you can use the following sources:

- Yellow Pages
- Chamber of Commerce Directories
- www.yahoo.com - type in any occupation that is not currently included in your club. Take the names in the closest geographical proximity
- Neighborhood or local papers. Find names in ads and in articles
- Business signs – e.g., Joe Smith, Podiatrist

All business names must be converted to a person's name. For example, "Acme Electric" must be called on the phone to find out the name of the owner or manager.

The second step is to prepare and mail the two page letter which follows.

Rotary Club of Tombstone Territories
Rotary District 7450
Wyatt Erp, Chairperson
Membership Development Committee
456 Main Street Tombstone PA. 19099
215-555-1212

Dr. Hector C. Holiday
1234 Gunfight Blvd.
Tombstone PA. 19099

March 23, 2003

Dear Doctor Holiday:

You are cordially invited to be our guest at a future meeting of the Rotary Club of Tombstone Territories. Our club meets nearly every Tuesday at lunch at Perkins Saloon, 123 Main Street, in downtown Tombstone.

At the current time, our club consists of thirty five business owners, managers executives and professionals who give their time, talent and treasure to improve our local and world communities. Projects that we have performed include giving scholarship to graduates of Tombstone High School, supporting the local food bank, mentoring young people, volunteering at the local fourth of July celebration, sponsoring four outstanding students to attend our district's "Rotary Youth Leadership Conference", hosting foreign exchange students, and assisting the "Habitat for Humanity" which is building a house just outside of town.

We also sponsor "Interact" service clubs at two high schools and a "Rotaract" service club at the local college. We have made financial donations to over twenty local community organizations.

Our club is part of Rotary International, a network of over 1.25 million members in over 31,000 clubs worldwide. We have been helping communities for the past 98 years.

It is our hope that you will accept our invitation and visit us at one of our meetings in the very near future. Kindly return the enclosed form in the business reply envelope at your earliest convenience.

Yours in service,

Wyatt Erp
Rotary Club of Tombstone Territories
Membership Development Chairperson

